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Attitude Differentiates The Brand Selection (From the view of Generation Y people)

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ATTITUDE DIFFERENTIATES THE BRAND SELECTION

(From the view of Generation Y people)

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Abstract: Attitude makes perception about anything, yes it cannot be neglected that in order to make some attitude towards specific brand; previous performance, good word of mouth or suggestion from other, attractive advertising and highly spend on promotional tools are play a vital role. Positive attitude and negative attitude influence a consumer in brand selection but a problem arises, some people also have a positive attitude but they do not buy brand. It was observed that some of people compromise with their family brand. A research was based on to find the relation of that positive and negative attitude toward selection of brand. 240 observations have been taken randomly through questionnaire and taken them into consideration and applied categorical regression or optimal scaling. It was found that generation y people mostly go for their prefer brands rather than compromise with their family brands.

Key words: *Positive Attitude, Negative attitude, Brand selection, Generation Y, Categorical regression*

Attitude Differentiates The Brand Selection (From the view of Generation Y people)

1. INTRODUCTION

Positive and negative attitude are influence in selection of brands. There are many other factors are also involve in brand selection like brand awareness, brand image, brand positioning, brand vision/mission, brand valuation etc. Sometime positive attitude is made about any brand due to past experience that may lead good performance in past or family choice because a same brand has been used for many years and it can be called same brand generation to generation. However brands need to keep update them with new technology in order to remain in existing market with warm market share (figure 1) like Gillette mach3, Colgate 360 toothbrush, product line extension of Lifebuoy, Mercedes Benz, repositioning of Pepsi and new style of Armani etc.

Figure 1: Brand products with their names



Although new generation people likes generation Y people (youth) of recent context are engaged with new technology so new technological mean is really an important factor to be considered in order to influence them. They believe on it what they see and their preferences are changing that create an attitude. People have positive attitude interested in buying product whereas people with negative attitude do not buy it. Beside these it needs to find out that are they really prefer their

Attitude Differentiates The Brand Selection (From the view of Generation Y people)

own choice of brand about which they have positive attitude or they scarifies to buy their family brand.

2. LITERATURE REVIEW

It is difficult to find out about people attitude toward brand. Some respondent may mistake and not being loyal in provide information due to which stochastic behavior comes in front. Attitude lead preferences and authors have attempted to find out brand preferences through attitude model Bass & Talarzyk (1972). Beside these many attempts have been done in order to find out the relation of attitude with brand choice. Some of them explained that brand selection can be a situational factor that may lead different consumer behavior Miller & Ginter (1979), so some explained that brand selection can be influenced through attractive advertisement display Biehal, Stephens and Curlo (1992) & Spears & Singh (2004).

It was also assumed through various other authors that good packaging can be also effect on selecting a brand whereas brand validity also leads favorable market response Haley & Case (1979). However consumer make a decision to buy brand that was not been consumed before by consumer through collection of information from others those have used same brand before or influence by some reference group. People that live in a panel may react in a same way whether in selecting a brand or whatever else Bearden & Etzel (1982). Through another research, it has come to know that people attitude change in greater at post purchase state as compare to pre purchase and attitude can be change by advertising strategies that strongly correlated with choice of new brand on individual basis Ginter (1974). Another supportive research for this limited study has been found that indicated that people having self-perception those do not consume brand as same of perception those have consumed similar brand Grubb & Hubb (1986).

Furthermore some also researches can be consider in order to evaluating brand attitude, brand purchase, brand symbols Kokkinaki & Lunt (1999), Bonfield (1974), Hasan, Subhani, Osman & Alvi, (2012) and Heeler, Okechuku & Reid (1979).

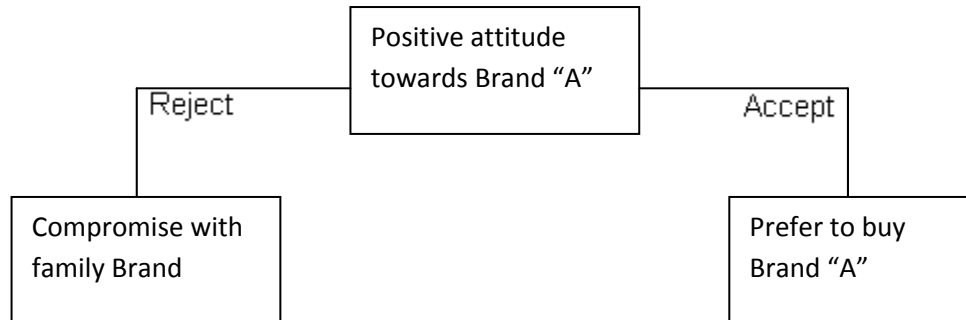
Conceptual Framework and Hypotheses

An imaginary Brand has been taken as an example in order to make understandable framework i.e. (Brand A) that may show two possible effect of potential consumer that consumer defends to

Attitude Differentiates The Brand Selection (From the view of Generation Y people)

buys a product or just compromise with their old family brand whereas consumer having a positive attitude towards (brand A) but two decisions are made from consumer end that reject and accept the assumptions.

Figure 2: Conceptual Framework



With the consideration of conceptual framework in (Figure 2) the following hypothesis and alternative hypothesis have been formed.

Ho: Youth prefer to buy their choice brands.

H1: Youth compromise with their family Brands.

3. RESEARCH METHOD

A research was conducted through primary data that was taken through questionnaire that was handed over to biggest city of Pakistan (Karachi) and random sampling technique has been applied in order to collection of data but it was kept in mind that respondent must be in the age of youth or generation Y. There are 240 respondents were include in research and showed nine new brands (Figure 3) with their symbols and asked few questions to respondent about having positive attitude towards those new brands existing in recent context (Pakistan), if having, then will they buy those brands or go for traditional brands that has been used by family for many years. After collection of all observation, it took into consideration and applied categorical regression or optimal scaling because instrument of data collection were being made in a form of different categories and also applied co-linearity test by transformation method. The dependent variable was considered as brand selection whereas positive attitude and negative attitude were considered as predictors.

Attitude Differentiates The Brand Selection (From the view of Generation Y people)

Figure 3: New Brands with Symbols in Pakistan



Econometrical model

After reviewing the variables, the (OLS-model) has been deployed in order to take data into further consideration.

$$\text{Brand selection} = \alpha + \beta_1 (\text{Positive Attitude}) - \beta_2 (\text{Negative Attitude}) + \text{ET}$$

A model is explaining that with the increase of positive attitude the decision to selection of brand also increases whereas negative attitude have negative relation with brand selection decision.

4. RESULTS

Results have been obtained (showing in Table-1) in a favor of acceptance of hypotheses and rejection of alternative hypotheses. Positive attitude significantly predicts directly to brand selection whereas negative attitude also significantly predicts inversely to brand selection, and it means that generation Y people prefer to buy their favorite brand rather than compromise with their family brand. Furthermore co-linearity has not found between predictors. Beside this longer relationship has been found between positive attitude and brand selection as compare to negative attitude with brand selection. By adjusted R square, it shows that research model has been covered more than half of all predictors (i.e. 53.9%); it means that 53.9% of brand selection is predicted by the model. Strongly positive correlated has been found between positive attitude

Attitude Differentiates The Brand Selection (From the view of Generation Y people)

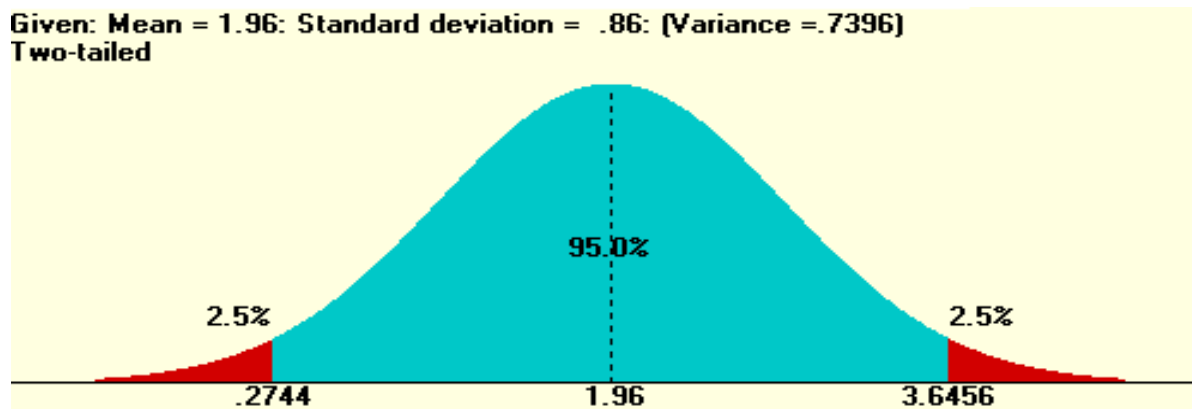
and brand selection whereas correlation has been found also in negative attitude and brand selection.

Table 1: Regression Estimates

| Dependent Variable | Predictors | | |
|--------------------|--------------------------------|-------------------|-------------------|
| | | Positive Attitude | Negative Attitude |
| Brand Selection | Beta | 0.74 | -0.50 |
| | Sig. | 0.00 | 0.00 |
| | Tolerance after Transformation | 0.25 | |
| | Zero order correlation | 0.74 | 0.54 |
| | | | |
| Adjusted R Square | 0.547 | | |
| F-Statistics | | 552.52 | 131.06 |

A mean and standard deviation have been found 1.96 and 0.86. Beside this it also took into consideration that an observation that came under group (0.2744 – 3.6456) consider to be a normal observation whereas it considered as outlier. It was noted that 95% confidence interval has been consider for acceptance of hypotheses, so chances of reject was 5% (explaining in Table-2).

Table 2: Normal distributions



5. CONCLUSION AND DISCUSSION

Results revealed that people having positive attitude prefer to buy brand whereas they do not buy with having negative attitude. Although it has mentioned earlier that entire factors in order to make positive or negative attitude toward brand can be past experience and recommend from other. Beside these some people having positive attitude but then they compromise with their family brand, so result revealed that generation Y people of current context do not compromise with their family brand and they go for their prefer brand. However attitude leads preferences, personality, brand image, and perception others factors involved in it that can be consider in further researches in future.

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Attitude Differentiates The Brand Selection (From the view of Generation Y people)

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